



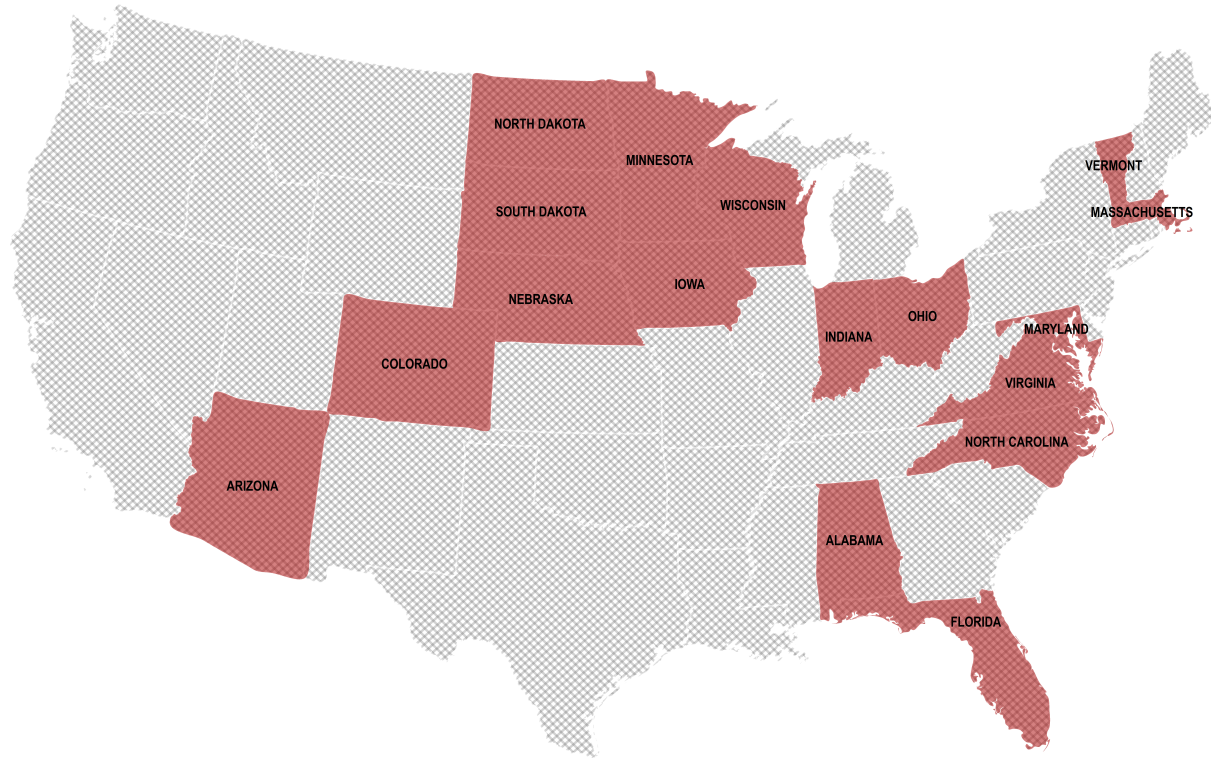
# How to Tell Your Story with the Counter Tools Store Mapper

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# About Counter Tools

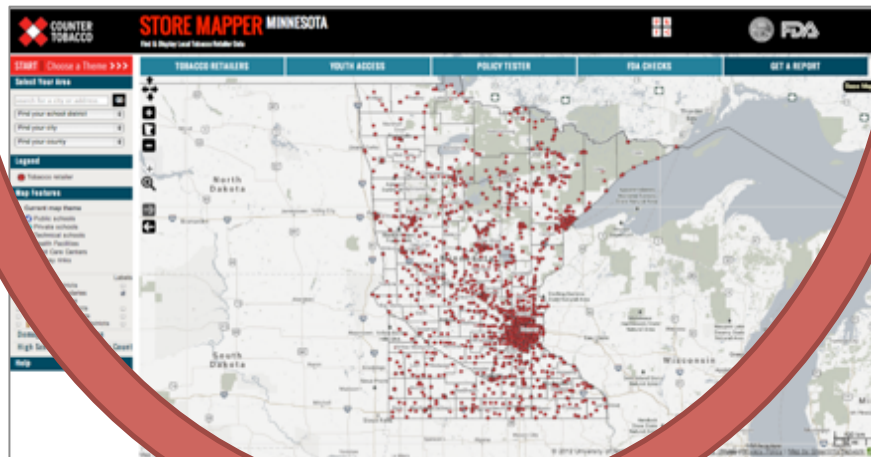


Local data for policy change in the retail environment.



# Our Tools

Community Environment  
Bird's eye view



Consumer Environment  
On the ground/inside stores



# Summary

- Review Why Point-of-Sale Matters
- Finding Your Story
- Tips & Tricks for Common Themes
- Case Study
- Questions & Answers



# Why POS Matters

1. Tobacco is not finished.
2. The retail environment is where tobacco enters our community.
3. Tobacco marketing at the point-of-sale directly affects behavior.
4. Tobacco marketing is not evenly distributed throughout our communities.
5. Improving the retail environment is key to creating a culture of health and making the healthy choice the easy choice.



# What information is available?

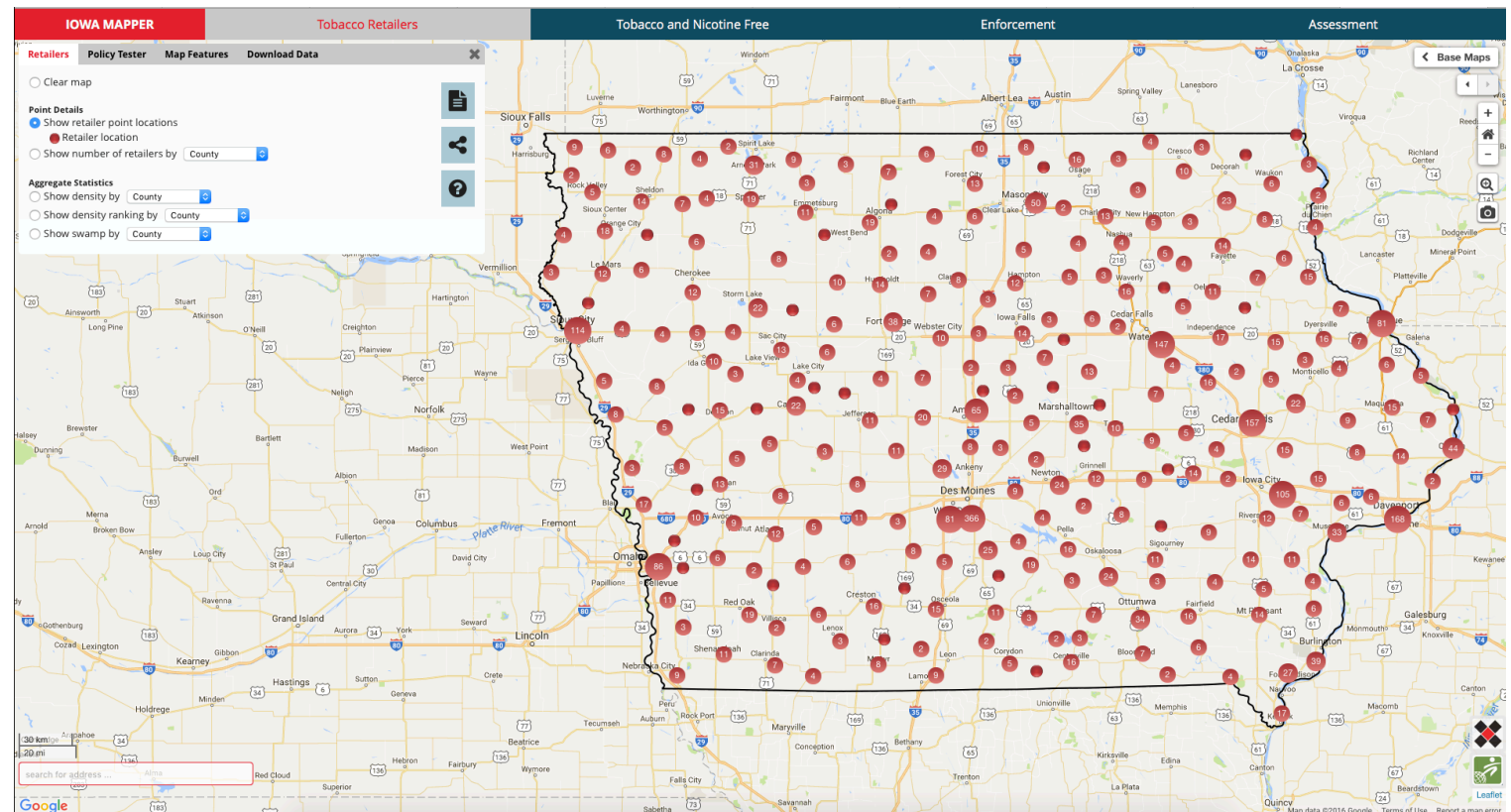
Tobacco Retailer Locations

Tobacco & Nicotine Free Schools

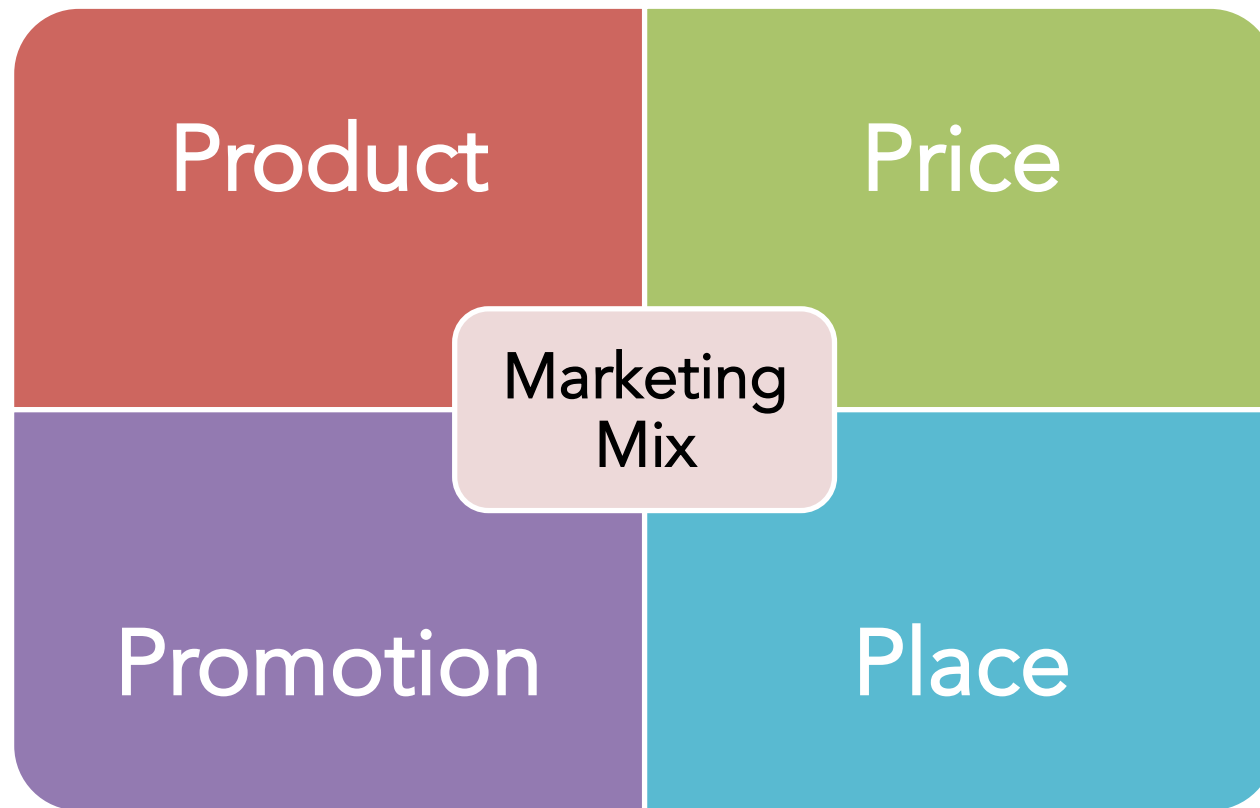
Enforcement Information

Retailer Assessment Data

Demographic Information



# Apply the 4 P's to Describe the Retail Environment



# Use Reports to Analyze the 4 P's

The screenshot shows a 'Generate a Report' dialog box with a close button (X) in the top right corner. It contains a section for 'AREA OF INTEREST REPORT' and a list of report types under 'Select a Report Type'. Annotations on the left link specific report types to the 4 P's:

- Place:** Retailers and Density, Enforcement, Sales To Minors, Enforcement, FDA Inspections, Policy, Pharmacy, Policy, Within 500' of Another, Policy, Near Schools and/or Parks.
- Promotion:** Store Assessment, Promotion on cigarettes, Store Assessment, Promotion on menthols, Store Assessment, Promotion on cigarillos, Store Assessment, Promotion on e-cigs, Store Assessment, Promotion on smokeless tobacco.
- Product:** Store Assessment, Availability of flavored cigars, Store Assessment, Availability of cigarillo singles.
- Price:** Store Assessment, Price of least expensive cigarette, Store Assessment, Price of Newport menthols, Store Assessment, Price of Blu disposable e-cigs.

At the bottom of the dialog box, there is a section for 'AREAS OVERVIEW REPORT'.



# Key Policy Targets

1. Retailers with a pharmacy counter
2. Retailers close to other retailers
3. Retailers near youth-serving venues



# SWITCH TO

[mapping.countertools.org/iowa](https://mapping.countertools.org/iowa)



# Summary

- 5 Key Messages
- 4 P's of Marketing
- 3 Policy Targets

Keep these in mind while  
you're looking for stories with  
the mapper and reports





Follow-up Questions:  
Contact Ian at:  
[ian@countertools.org](mailto:ian@countertools.org)

**QUESTIONS?**





The Help Desk  
[help@countertools.org](mailto:help@countertools.org) can  
answer questions like:

- How do I complete x, y, z task in the Store Audit Center or Store Mapper?
- How do I access the Store Audit Center or Store Mapper? What's my username and password?
- I see something unexpected in the Store Audit Center or Store Mapper. Can you help me with that?

**Software questions? Contact  
[help@countertools.org](mailto:help@countertools.org)**

